FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00062546 **Type of Permit:** STILL **Release Date:** 03/14/2013

Production Company LA LYRIC PRODUCTIONS

Insured Company Name LA LYRIC PRODUCTIONS
Contact Phone No. 1 310-721-3441
Contact Phone No. 2
Fax 310-861-1107
Address 1211 1/2 S ORLAND0 AVE
LOS ANGELES, California 90035

Production Title REEBOK

Type of Production Still Photo

Producer Cynthia Hadden

Director na na

1st AD na na

Production Manager na na

FilmL.A. Coordinator Tim Overbeck

Location Manager Cynthia Hadden
Primary Phone Office - 310-721-3441
Secondary Phone Office - 310-721-3441

Location Assistant na na
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

FILMLA STILL APPLICATION FEE	$60.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$380.00
LA CITY DEPT OF REC AND PARKS STILL PHOTO USE FEE 15 PLUS PERSONS	$150.00
LA CITY DEPT OF REC AND PARKS MONITOR ADMIN FEE	$152.00

Total Permit Fee $742.00

Number of Locations 3

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Summary Information — Location

Permit Number S00062546
Production Company LA LYRIC PRODUCTIONS
Insured Company LA LYRIC PRODUCTIONS
Production Title REEBOK

Location Manager Cynthia Hadden
Primary Phone Office - 310-721-3441
Secondary Phone Office - 310-721-3441

Location Address Hollywood Blvd., Vine St., Melrose Av., N Crescent Heights Blvd., inclusive (Excluding State freeways/highways and City of West Hollywood), Los Angeles, CA, 90028

Location Type Walking Grid

Film Dates 3/16/2013 - 3/16/2013 09:00 - 19:00 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity.
No interference with vehicular or pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval

Please see attached document 62546 - AGENT.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	10
Vans	1

Personnel on Location

Type	Quantity
Cast	5
Crew	10

Filming Activities Exterior models against scenery; WALKING GRID MODELS WITH SCENERY;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 593 **Grid:**

Approvals LOS ANGELES POLICE DEPARTMENT Mark Buck

Coordinator Note NO INTERFERING WITH OTHER PRODUCTION COMPANIES OR SPECIAL EVENTS

Coordinator Note NO STOPPING OR SETTING UP WITHIN 300 FT. OF RESIDENTIAL AREAS BEFORE 9AM OR AFTER 10PM ON WEEKENDS

Parking

Base Camp
Location Type : Filming Location

Parking Notes
BASE CAMP/CREW PARKING:
8466 MELROSE

Crew Parking
Location Type : Filming Location

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Summary Information — Location

Permit Number S00062546
Production Company LA LYRIC PRODUCTIONS
Insured Company LA LYRIC PRODUCTIONS
Production Title REEBOK

Location Manager Cynthia Hadden
Primary Phone Office - 310-721-3441
Secondary Phone Office - 310-721-3441

Location Address 7600 Beverly Bl, Los Angeles, CA, 90036

Location Name PAN PACIFIC PARK

Location Type Park

Film Dates 3/15/2013 - 3/15/2013 08:00 - 18:00 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity.
No interference with vehicular or pedestrian traffic
No stopping and setting up in residential areas before 7am or after 10pm without prior approval
No stopping or setting up in front of merchants or residents without prior approval

Please see attached document 62546 - Pan Pacific Restrictions.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	15
Motor Homes	1
Vans	1

Personnel on Location

Type	Quantity
Cast	5
Crew	10

Filming Activities Exterior models against scenery; exterior models with park scenery reservation 39310;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE — Clarisse Ribeiro
LOS ANGELES POLICE DEPARTMENT — Sam Park

Parking
Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

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Permit #S00062546

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Summary Information — Location

Permit Number S00062546
Production Company LA LYRIC PRODUCTIONS
Insured Company LA LYRIC PRODUCTIONS
Production Title REEBOK

Location Manager Cynthia Hadden
Primary Phone Office - 310-721-3441
Secondary Phone Office - 310-721-3441

Location Address 100 The Grove Dr, Los Angeles, CA, 90036

Location Type Museum

Film Dates 3/15/2013 - 3/15/2013 09:00 - 19:00 1 day

Open or Closed to the Public Open

Generic Conditions
PERMITEE IS RESPONSIBLE FOR FILLING OUT ATTACHED L.A. CITY AND/OR L.A. COUNTY FIRE INSPECTION CHECKLIST PRIOR TO FILMING ACTIVITIES AT THIS LOCATION. IF FORM NOT FILLED OUT, A FIRE OFFICER MAY BE ASSIGNED.
All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity.
No interference with vehicular or pedestrian traffic
No stopping and setting up in residential areas before 7am or after 10pm without prior approval
No stopping or setting up in front of merchants or residents without prior approval

Equipment on Location

Type	Quantity
Cast/Crew vehicles	15
Motor Homes	1
Vans	1

Personnel on Location

Type	Quantity
Cast	5
Crew	10
Spot Check	1

Filming Activities Equipment on property; Exterior models against scenery; exterior models with background ;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 633 **Grid:** C1

Approvals LOS ANGELES POLICE DEPARTMENT Sam Park

Parking
Base Camp
Location Type : Filming Location
Crew Parking
Location Type : Filming Location
Parking Notes
ALL VEHICLES MUST BE PARKED ON PRIVATE PROPERTY AT ALL TIMES

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Permit #S00062546

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of LA LYRIC PRODUCTIONS ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 12/9/09

LA LYRIC PRODUCTIONS
Name of Principal

By: [signature]
Representative's Signature

CYNTHIA HADDEN
Print Representative's Name

PRODUCER
Representative's title

1211 1/2 S ORLANDO AVE
LA CA 90035
Principal's Address

310.721.3441
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

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Permit #S00062546

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks. In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- **OK to have a still photography shoot at Pan Pacific Park, on the grassy area off of Beverly and Gardner only.**
- **Co. may not use the Holocaust area or the Pan Pacific Senior Center exterior for still shoot.**
- **Co. may not block or restrict access to any walkways in the park.**
- **Film permits do not provide exclusive use of a park or recreation area.**
- **Must work around regular park patron activities in the park.**
- **OK to park production vehicles in the parking lot along the post office wall, using up to 15 spaces only, no exceptions.**
- **Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.**
- **Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.**
- **Due to underground plastic irrigation lines staking or drilling into turf, grass, trees or asphalted areas is not permissible.**
- **Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.**
- **Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.**
- **Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.**
- **A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When**

NOT A PERMIT

the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.

- **Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.**
- **A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.**

S-62546
LA LYRIC PRODUCTIONS – REEBOK
(PAN PACIFIC PARK)

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